Amendment to the Claims

1. (Currently amended) An isolated nucleic acid molecule comprising a ~~MEL7~~ promoter~~, wherein the MEL7 promoter comprises a sequence that is within 1560 nucleotides upstream of the MEL7 coding sequence, as~~ that consists of a portion of the nucleotide sequence presented as~~in~~ SEQ ID NO:42~~6~~, that ~~in cantaloupe melon genomic DNA, and wherein the MEL7 promoter,~~ when operably linked to a protein-encoding polynucleotide sequence, directs ~~transgene, promotes~~ fruit-associated expression of the protein in a plant cell~~transgene~~.

2-4. (Canceled)

5. (Currently amended) The isolated nucleic acid molecule of claim 1, wherein the portion of the nucleotide sequence is ~~MEL7 promoter has the nucleotide sequence presented as~~ nucleotides 156-1708 of SEQ ID NO:42.

6. (Canceled)

7. (Currently amended) A plant expression vector comprising the nucleic acid molecule~~MEL7 promoter~~ of claim 1.

8. (Currently amended) The plant expression vector of claim 7, wherein the ~~MEL7~~ promoter is operably linked to a heterologous ~~nucleic acid~~ protein-encoding polynucleotide sequence.

9. (Currently amended) The plant expression vector of claim 8, wherein the polynucleotide ~~heterologous nucleic acid coding~~ sequence is operably linked to a control sequences, in addition to the promoter, that is recognized by a host cell transformed with the vector.

10. (Currently amended) The plant expression vector of claim 9, wherein the polynucleotide sequence ~~said heterologous nucleic acid coding~~ encodes *S*-adenosylmethionine hydrolase (SAMase).

11. (Previously amended) A plant cell comprising the plant expression vector of claim 7.

12. (Original) A mature plant comprising the plant cell of claim 11.

13. (Currently amended) A transgenic plant cell comprising the isolated nucleic acid molecule according to claim 1, wherein the ~~MEL7~~ promoter is operably linked to a ~~heterologous nucleic acid~~ protein-encoding polynucleotide sequence.

14. (Original) A mature plant comprising the plant cell of claim 13.

15. (Currently amended) A method of expressing a heterologous protein-encoding polynucleotide ~~nucleic acid~~ sequence in fruit of a transgenic plant, comprising:

(a) transforming plant cells with a plant expression vector ~~nucleic acid construct comprising a MEL7 promoter~~ according to claim 8~~1, wherein the MEL7 promoter is operably linked to a heterologous nucleic acid coding sequence~~;

(b) culturing said plant cells in a culturing medium containing a selection agent to select for transformed plant cells; and

(c) growing said transformed plant cells to produce a transgenic fruit-bearing plant,

wherein the heterologous ~~nucleic acid~~ protein-encoding polynucleotide sequence is expressed in fruit of said transgenic fruit-bearing plant.

16-18 (Canceled)

19. (Currently amended) The method according to claim 15~~8~~, wherein said heterologous protein-~~nucleic acid~~ encoding polynucleotide sequence encodes *S*-

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adenosylmethionine hydrolase (SAMase) and wherein said transgenic fruit-bearing plant produces mature fruit that exhibit a decrease in ethylene production relative to a non-transgenic plant.

20. (Previously added) A plant cell comprising the plant expression vector of claim 10.